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FOOD

PREVIEW



A summary of the food outlook especially designed to give maximum advance information to food editors to help them plan food features.

U. S. Department of Agriculture  
Agricultural Marketing Service

January 6, 1961  
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MEAT.....Total production of red meat is now running below a year ago, due to the smaller output of pork. Over the next few months cattle slaughter is expected to continue above year-earlier levels, but hog slaughter will continue at reduced rates. Total meat consumption in 1960 was about 161 pounds per person, only a pound or so above the previous year. This uptrend will continue this year due to larger supplies of beef. Most of the prospective 4-pound gain in meat supplies in 1961 will come in the last half of the year.

Beef.....In all probability market supplies of fed cattle this winter will be slightly larger than last, however, grass cattle will provide much of the expected increase in slaughter.

Pork.....Over the next few months hog slaughter will continue below a year ago, although the margin will narrow as the 1960 fall pig crop moves to market.

Lamb.....The lamb crop showed a gain of 2% over a year earlier. Since mid-year, slaughter of sheep and lambs has run about a tenth greater than in that same period in 1959. The number of sheep and lambs on feed for winter and early spring marketings is not expected to be greatly different from the number on feed January 1 last year. Total fed lamb marketings this winter are likely to run near year-earlier levels.

#### POULTRY:

Broiler.....In the coming months, supplies will continue larger than a year earlier.

Fryers  
Turkeys.....Supplies are greater than last year, with both cold storage holdings and the birds growing on farms exceeding a year earlier.

Eggs.....Production is currently running smaller than last year, and output in early 1961 will remain below 1960 levels.

DAIRY.....Milk production will be larger than last year's; in fact, for this year as a whole it probably will ring up a new record. In the first 11 months of last year output ran slightly above 1959 and, for the entire year of 1960, is expected to total about 125-1/2 billion pounds. This is more than one billion pounds over 1959.

FRUITS.....Among the fresh non-citrus fruits, supplies of apples and pears continue somewhat below a year earlier, but cranberries are in heavier supply. Total cold storage holdings of frozen fruits on December 1, 1960, were 505,000,000 pounds, or 7,000,000 pounds above a year earlier. In citrus, the 1960-61 crops of oranges and lemons are somewhat smaller than the previous crops, while that of grapefruit is slightly larger than in 1959-60. Tangerine output, though, is 50 percent greater than a year ago. In early January of this year remaining supplies of oranges and grapefruit were considerably above a year earlier because of delayed marketings

early in the season, but lemon supplies were smaller. Tangerine supplies were much above the light volume of a year ago. The new pack of frozen orange concentrate got underway early in December, as compared with late November a year ago. Stocks of frozen concentrate declined, and by December 24 were 45 percent smaller than a year earlier.

#### VEGETABLES:

Fresh.....Supplies may be somewhat smaller this winter than last, though probably larger than the recent 10-year average. Among the winter crops, production of lettuce may be about the same as last winter, and broccoli and cauliflower moderately larger. Barring a recurrence of last year's severe weather damage to tender winter vegetables in Florida, output of sweet corn and tomatoes also is likely to be larger. But indicated production of artichokes, beets, celery and kale is moderately to considerably smaller; and acreage of carrots is a fifth lower than last year.

Processed....Significantly more frozen vegetables are available, compared with a year earlier. December 1 holdings of vegetables in cold storage warehouses stood at a record for that date--1,014,000,000 pounds. Stocks of green peas were materially smaller, and Brussels sprouts and mixed vegetables slightly smaller. Holdings of most other items, though, showed an increase over a year earlier. As for canned vegetables, supplies appear to be a little below a year ago, though above the recent 10-year average. Among the major canned items, supplies of sauerkraut and lima beans look larger than a year ago, and snap beans are probably larger. Combined supplies of tomatoes, tomato juice and tomato products may also be close to those of last year. But green peas and sweet corn are in materially smaller supply, and asparagus moderately smaller.

Potatoes....Winter supplies this year will be moderately above a year earlier. Output of fall crop potatoes was 5 percent larger than a year ago and early reports point to substantially larger California and Florida winter crops than last winter's light production. Reports indicate that remaining supplies of sweet potatoes are substantially smaller than a year earlier.

## ***The Plentiful Foods Program***

The Agricultural Marketing Service of the U. S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

CRANBERRY INDUSTRY PROMOTION. . . . . Through January

NATIONAL KRAUT AND FRANKFURTER WEEK . . January 26 - February 4

RIPE OLIVE INDUSTRY PROMOTION . . . . . February 15 - April 2

GOOD BREAKFAST MONTHS . . . . . February and March

MARCH EGG MONTH . . . . . March